

JOSH MANDEL

Revision #: 0 Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2795
 Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV
 Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM
 Market: Cincinnati Flight End Date: 10/9/12 4:59:00 AM

#63224

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 10/2	Wed 10/3	Thu 10/4	Fri 10/5	Sat 10/6	Sun 10/7	Mon 10/8	Tue 10/9	Total Spots
2	WKRC-TV													
24	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$325.00	\$276.25	30	1	1	1	1	0	0	1	1	6
3	25 MTuWThF 6:30a-7:00a GD MRN CINN@6	EM	\$325.00	\$276.25	30	1	1	1	1	0	0	1	1	6
4	26 MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$190.00	\$161.50	30	1	1	1	1	0	0	1	1	6
5	27 Sa 6:00a-7:00a LOCAL12NW-SA 6	WK	\$150.00	\$127.50	30	0	0	0	0	1	0	0	0	1
6	28 Sa 7:00a-8:00a LOCAL12NW-SA 7	WK	\$150.00	\$127.50	30	0	0	0	0	1	0	0	0	1
7	29 Sa 8:00a-10:00a SAT ER SHW-CBS	WK	\$225.00	\$191.25	30	0	0	0	0	1	0	0	0	1
8	30 MTuWThF 12:00p-12:30p LOCAL12 NWS-NN<	DT	\$350.00	\$297.50	30	1	1	1	0	0	0	0	0	3
9	31 MTuWThF 12:30p-2:00p YOUNG&RESTLESS<	DT	\$350.00	\$297.50	30	0	1	1	1	0	0	0	1	4
10	32 Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	0	0	0	0	1	0	0	1
11	33 Su 9:30a-10:00a SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	0	0	0	0	1	0	0	1
12	34 Su 10:00a-10:30a SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	0	0	0	0	1	0	0	1



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WKRC-TV														
13 35	Su 10:30a-11:00a	WK	\$350.00	\$297.50	30	0	0	0	0	0	1	0	0	P3 1
	FACE NATN-CBS													
14 36	MTuWThF 5:00p-5:30p	EN	\$525.00	\$446.25	30	1	1	1	1	0	0	1	1	P3 6
	LOCAL12 NEWS-5<													
15 37	MTuWThF 5:30p-6:00p	EN	\$600.00	\$510.00	30	1	1	1	1	0	0	1	1	P3 6
	LOCAL12 NW-530<													
16 38	MTuWThF 6:00p-6:30p	EN	\$650.00	\$552.50	30	1	1	1	1	0	0	1	1	P3 6
	LOCAL12 NEWS-6<													
17 39	MTuWThF 11:00p-11:35p	LN	\$1,100.00	\$935.00	30	1	1	1	1	0	0	1	1	P3 6
	LATE NEWS													
18 40	Sa 11:00p-11:35p	LN	\$1,100.00	\$935.00	30	0	0	0	0	1	0	0	0	P3 1
	LATE NEWS													
19 41	Su 11:00p-11:35p	LN	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	0	P3 1
	LATE NEWS		1900											
20 42	M 8:00p-9:00p	PT	\$2,000.00	\$1,700.00	30	0	0	0	0	0	0	1	0	P4 1
	HOW I MOTH- PARTNERS													
21 43	Tu 8:00p-9:00p	PT	\$1,800.00	\$1,530.00	30	1	0	0	0	0	0	0	0	P4 1
	NCIS-CBS		2000											
22 44	Th 8:00p-9:00p	PT	\$2,400.00	\$2,040.00	30	0	0	1	0	0	0	0	0	P4 1
	BIG BANG / 2 1/2 MEN													
23 45	Su 7:00p-8:00p	RT	\$3,000.00	\$2,550.00	30	0	0	0	0	0	1	0	0	P3 1
	60 MINUTES													



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Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM
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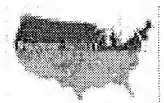
Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots	
					Dur	10/2	10/3	10/4	10/5	10/6	10/7	10/8	10/9		
WKRC-TV															
46	Su 1:00p-4:00p BENGALS 10/7	RT	\$9,000.00	\$7,650.00	30	0	0	0	0	0	1	0	0	P3	1
Total Spots:						9	9	10	8	4	7	8	8		63
Total Cost:			\$47,365.00	\$40,260.25											
Total															
OCT 12			\$47,365.00	\$40,260.25											63

Signature: _____

Disclaimer:

Add 2x W-Fri 5-5:30A 10/3-10/5 @ \$1250 P3



Summary by Station/System

Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 **Estimate:** 2795
Media: TV **Description:** OH US SEN JOSH MANDEL OCT2-OCT 9 TV
Product: GENERAL **Flight Start Date:** 10/2/12 5:00:00 AM
Market: Cincinnati **Flight End Date:** 10/9/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	63	\$47,365.00	100%	\$40,260.25	100%
Market Total:	63	\$47,365.00		\$40,260.25	

Dienger, Whitney

From: Connell II, Jim
Sent: Tuesday, October 02, 2012 2:39 PM
To: Dienger, Whitney
Subject: FW: Sarah Coverage
FYI

Jim Connell
National Sales Manager
WKRC/EKRC-TV
Cincinnati, Ohio
P (513) 763-5481
F (513) 763-5562
E jconnell@local12.com

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Tuesday, October 02, 2012 2:30 PM
To: Connell II, Jim
Subject: RE: Sarah Coverage

They are good, thanks

From: Connell II, Jim [mailto:jconnell@local12.com]
Sent: Tuesday, October 02, 2012 2:29 PM
To: Whitney Eversole
Subject: FW: Sarah Coverage

Whitney,

Let me know if the changes below are OK and we'll take care of it.

Thanks!

Jim

Jim Connell
National Sales Manager

10/2/2012

WKRC/EKRC-TV
Cincinnati, Ohio
P (513) 763-5481
F (513) 763-5562
E jconnell@local12.com

From: Connell II, Jim
Sent: Tuesday, October 02, 2012 12:13 PM
To: 'Whitney Eversole'; Jacobs, Sarah
Cc: Dienger, Whitney
Subject: RE: Sarah Coverage

OK...can you send a revision when you get a chance?

Also...we can't write spots on for today, so is it OK to double up on some of the other days for the Tu-Fr stuff?
Also...is it OK to move the Tues 8-9P spot on Line 43 to run on 10/9 instead of 10/2?

Thanks!

Jim

Jim Connell
National Sales Manager
WKRC/EKRC-TV
Cincinnati, Ohio
P (513) 763-5481
F (513) 763-5562
E jconnell@local12.com

From: Whitney Eversole [<mailto:WEversole@strategicmediaplacement.com>]
Sent: Tuesday, October 02, 2012 12:11 PM
To: Connell II, Jim; Jacobs, Sarah
Cc: Dienger, Whitney
Subject: RE: Sarah Coverage

Great, thanks

10/2/2012

From: Connell II, Jim [<mailto:jconnell@local12.com>]
Sent: Tuesday, October 02, 2012 12:06 PM
To: Jacobs, Sarah; Whitney Eversole
Cc: Dienger, Whitney
Subject: RE: Sarah Coverage

Whitney,

I have a couple of rate changes that need to be made to the Mandel order you sent.

Line 42....change the rate to \$1900 from \$2000

Line 44...change the rate to \$2000 from \$2400

This will save you \$500....my suggestion is to add 2X Wed-Fri 5-5:30A @ \$250.

Thanks!

Jim

Jim Connell
National Sales Manager
WKRC/EKRC-TV
Cincinnati, Ohio
P (513) 763-5481
F (513) 763-5562
E jconnell@local12.com

From: Jacobs, Sarah
Sent: Tuesday, October 02, 2012 11:38 AM
To: Whitney Eversole
Cc: Dienger, Whitney; Connell II, Jim
Subject: Sarah Coverage

Jim Connell
513-763-5481
jconnell@local12.com

10/2/2012

And you know my Whitney
513-763-5544

Thanks Whit - talk Monday
SAJ

Sarah Jacobs

Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

Order / Rev: 63226

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc: 2795

Local 12 WKRC-TV

Flight Dates: 10/03/12 - 10/09/12

Estimate: 2795

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKRC	10/03/12	10/09/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	4	\$190.00	P-3	0.00	NM	6	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WTF--	4	\$190.00	0.00								
		Week: 10/08/12	10/14/12	MT-----	2	\$190.00	0.00								
N 5	WKRC	10/06/12	10/06/12	6a-8a Local 12 News SatCM	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1-	1	\$150.00	0.00								
N 6	WKRC	10/06/12	10/06/12	6a-8a Local 12 News SatCM	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1-	1	\$150.00	0.00								
N 7	WKRC	10/06/12	10/06/12	CBS This Morning Saturday Saturday Early Show	CM	8a-10a	-----1-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1-	1	\$225.00	0.00								
N 8	WKRC	10/03/12	10/04/12	Local 12 News at Noon Local 12 News at Noon	CM	12p-1230p	--WT---	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WT---	3	\$350.00	0.00								
N 9	WKRC	10/03/12	10/09/12	Soap Rotator Soap Rotator	CM	1230p-2p	-1111--	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--111--	3	\$350.00	0.00								
		Week: 10/08/12	10/14/12	-1-----	1	\$350.00	0.00								
N 10	WKRC	10/07/12	10/07/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1	1	\$450.00	0.00								
N 11	WKRC	10/07/12	10/07/12	CBS Sun Morning CBS Sun Morn News	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1	1	\$450.00	0.00								
N 12	WKRC	10/07/12	10/07/12	CBS Sun Morning CBS Sun Morn News	CM	10:00 AM-10:30 AM (10:00 AM-10:30 AM)	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1	1	\$450.00	0.00								
N 13	WKRC	10/07/12	10/07/12	Face the Nation Face the Nation	CM	1030a-11a	-----1	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1	1	\$350.00	0.00								
N 14	WKRC	10/03/12	10/09/12	5p Local 12 News at FiveCM	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	4	\$525.00	P-3	0.00	NM	6	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WTF--	4	\$525.00	0.00								
		Week: 10/08/12	10/14/12	MT-----	2	\$525.00	0.00								
N 15	WKRC	10/03/12	10/09/12	5p Local 12 News at FiveCM	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WTF--	4	\$600.00	0.00								
		Week: 10/08/12	10/14/12	MT-----	2	\$600.00	0.00								
N 16	WKRC	10/03/12	10/09/12	6p Local 12 News at SixCM	CM	6p-630p	MTWTF--	:30	4	\$650.00	P-3	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WTF--	4	\$650.00	0.00								
		Week: 10/08/12	10/14/12	MT-----	2	\$650.00	0.00								
N 17	WKRC	10/03/12	10/09/12	11p M-F Local 12 NewsCM	CM	11p-1135p	MTWTF--	:30	4	\$1,100.00	P-3	0.00	NM	6	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WTF--	4	\$650.00	0.00								
		Week: 10/08/12	10/14/12	MT-----	2	\$650.00	0.00								

